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March 15, 1969

World-Wide Ticker

CHILEAN ELECTIONS BRING IN REPORTERS

By MARTIN P. HOUSEMAN

SANTIAGO — Except for the Braniff inaugural junket from Los Angeles, the March parliamentary elections drew more foreign newsmen than any recent event.

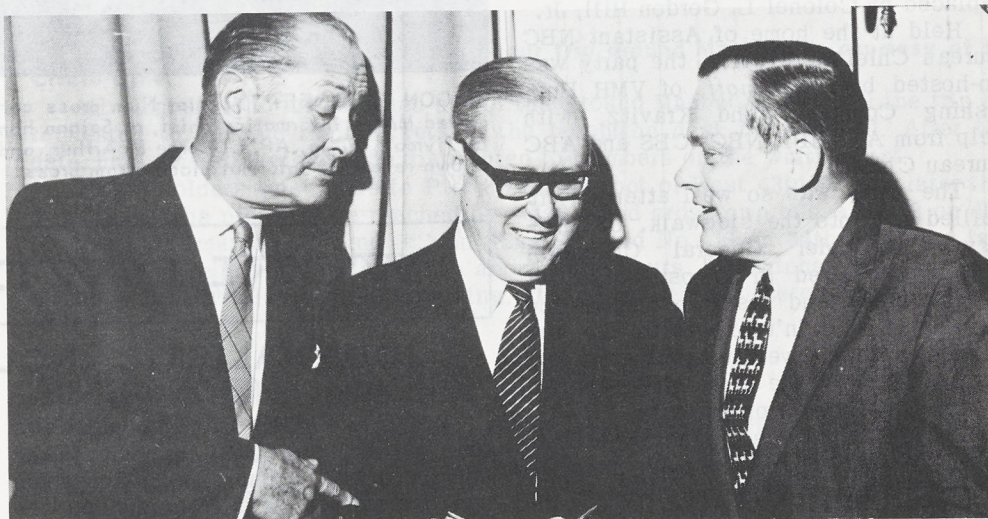
Among them were: **Dave Belnap** Los Angeles Times, Baires; **Barry Bishop**, Chicago Tribune, Mexico; **Malcolm Browne**, NY Times, Baires; Paul Conklin, freelance-Life, Panama; Bob Erlandsen, Baltimore Sun, Rio; **Georgie Anne Geyer**, Chicago Daily News; John Goshko, Washington Post Baires; Peter Kramer, Newsweek, Rio; **Penny Lernoux**, Copley, Baires; and Tom Streithorst, NBC rover.

The Christian Democrats — Latin America's "Last Best Hope" against Communism according to some special writers who haven't been back for a look since 1965 — lost another 4.5 per cent of the popular vote, but remain the largest party. The Nationalists, known as "mummies" to Marxists and Christian Democrats, sprang out of the tomb with a six-percent increase to become the nation's second electoral force. Interest now focuses on nomination of candidates for the 1970 presidential election.

(See page 2)

COMMITTEE OF JUDGES OF ELECTION

Werner Renberg and Beulah Harris, co-chairmen of the Committee of Judges of the Election have named the following members of this committee: *Howard W. Allen, Helen Alpert, Lawrence G. Blochman, Lawrence C. Goldsmith, Harry Jiler, Margaret Kreig, John Luter and Frank C. Wachsmith.*



AIM AT TV, PAPERS: Authors Robert Montgomery and John Tebbel talk with Book Night panelist Stan Swinton (right). The uses and abuses of broadcasting and newspapers were discussed at the event.
(Photo by Lauro Boccioletti)

What's Wrong With TV & Newspapers?

By HELEN ALPERT

Is the apathy of the American public to blame for inanity in television and infirmity of newspapers?

Is the American press sitting on a low point in public esteem — distrusted, despised, even hated?

Is the oligopoly of network television both immoral and illegal?

Two strong and highly readable books brought the confrontations to the March 5 OPC Book Night dinner audience. In the spotlight were the two authors: Robert Montgomery with his *Open Letter from a Television Viewer*, and John Tebbel with his *Open Letter to Newspaper Readers*. Both books are part of a paperback series launched by publisher James Heineman. The series is appearing in translation in Europe and Latin America.

Author Tebbel zeroed in on the crisis faced by newspapers. He slid comfortably into battle stance as a veteran of newspapers, magazines, book

publishing and book writing (he has written 25 books of his own and over 30 for others and is Professor of Journalism at New York University).

Deploring publishers, obsolete formats and readers equally, he said: "The crisis faced by the newspaper business, and it's a real crisis, centers in the publishers themselves. They don't realize what's been happening. It's always yesterday's newspaper today, and they minimize the public response. I've given up trying to reform publishers, but I haven't given up on the younger generation. In reaction, they're publishing their own newspapers.

Nobody Believes Newspapers

"We have to teach people how to read newspapers, and evaluate. Nobody wants to believe what's in newspapers."

In contrast, everybody believes what he sees and hears on television,

(See page 4)

Press Corps Fetes Outgoing Info Chief

By ANDY GUTHRIE

SAIGON — The tall, affable, cigar smoking Chief of the US Military Information Office in Viet Nam, Brigadier General Winant Sidle, was honored by the Saigon Press Corps recently at an informal cocktail party.

"Si", as everyone calls him, is leaving the Information Post in mid-March for the peace and quiet of the Artillery Commanders job at I Field Force headquarters in Nha Trang, along the Viet Nam central coast. He'll be replaced by Colonel L. Gordon Hill, Jr.

Held at the home of Assistant NBC Bureau Chief Sy Kravitz, the party was co-hosted by Ed Hymoff, of VMH Publishing Company, and Kravitz, with help from AP, UPI, NBC, CBS and ABC Bureau Chiefs.

The party was so well attended, it spilled out into the sidewalk. US Military Commander General Creighton Abrams wandered in almost unnoticed by the press and his own information officers, who didn't expect to see him wearing a canary yellow sport shirt and slacks. It was the first time Abrams ever had attended a press party.

The building was ringed by an unobtrusive but heavily armed security force of MP's and plainclothesmen to guard against any possible terrorism.

The highlight of the party was the presentation to "Si" by AP Bureau Chief George McArthur of a PIO plaque, bedecked with the information officer's insignia in awful green and yellow, of crossed pens over a typewriter and camera, bordered on top by filled cocktail glasses and inscribed on the bottom

"First to go — last to know"

The plaque read: To
Brigadier General Winant Sidle
"May your artillery clobber the enemy
As your sometimes devastating press
releases have rocketed
the press corps. . ."

It was an interim present. A more lasting gift is, at this moment, under the engraver's stylus in Hong Kong, bought by a general collection from throughout the Saigon foreign press.

MEMBERS, NOTE!

If you plan to be away when ballots are mailed several weeks prior to the election, rush notification of your new or temporary address to Werner Renberg and Beulah Harris, co-chairmen of the Committee of Judges of the Election, by noon, Friday, March 28, to be sure your ballot will reach you.



SAIGON SENDOFF: The Viet Nam press corps feted Brig. Gen. Winant Sidle, recently departed MACV information chief, at Saigon home of Sy Kravitz of NBC. From left are co-host Ed Hymoff, Sidle, AP's George McArthur, and Commanding Gen. Creighton Abrams. Sidle is shown receiving informal plaque from press.

WORLD-WIDE TICKER

'JOURNALISTIC INQUIRY' OF 8 NATIONS

By CARLOS A. ANGELES

MANILA — Time-Life-Fortune News tour of the Far East brought in an equal number of American businessmen and journalists late February on the first leg of an eight-nation swing through Asia's capitals which will include Viet Nam, Thailand, Malaysia, Singapore, Indonesia, Korea and Japan.

The 45-member fact-finding mission jetted in on a Pan Am chartered flight, led by James R. Shepley, publisher of Time Magazine. Shepley described the news tour of the Far East as follows:

"This is an attempt to provide a group of leading American businessmen and a number of executives of our own company with a direct experience in certain major foreign areas.

"The purpose is journalistic inquiry, rather than commercial or economic intelligence. The members of the party are going as responsible, concerned American citizens rather than as representatives of their business enterprises. . . .

"... We hope to get information and insight into the problems of some of the principal countries in the Far East, with particular concern for their effect on United States foreign policy."

Shepley was accompanied by a retinue of Time-Life-Fortune executives including Henry Luce III, publisher of Fortune; James A. Linen, president of Time, Inc.; Louis Banks, managing editor, Fortune; Charles Bear, vice president, Time, Inc.; David Brumbaugh,

executive vice president and treasurer, Time, Inc.

Chapin Carpenter, Asia publishing Director of Life; Dick Clurman, chief of correspondents, Time-Life; Ralph Davidson, assistant publisher of Time, Inc.; Ralph Graves, senior staff editor, Time, Inc.

Jerome Hardy, publisher of Life; Andrew Heiskell, chairman of the board, Time, Inc.; Lawrence Layborne, Asia managing director, Time, Inc.; Murray Gart, Time, Inc.; John Meyers, advertising sales director, Time, Inc.; John Scott, special correspondent, Time, Inc.; Robert Sweeney, public affairs director, Time, Inc.

Earlier, James Roy, Sydney Kapner, Rita Robinson and Dewitt Smith flew in to prepare the groundwork for the Manila stopover (which, originally would have lasted less than 24 hours but spilled over to two days of the sudden Viet Nam) while Gil Santos, Time, Life,

(See page 6)

CHILE (From page 1)

Many of the reporters here were previously in Lima to record deteriorating Peruvian-American relations in the IPC expropriation case.

In Lima also were Paul Montgomery, New York Times; Dave Richardson, US News & World Report; Mo Garcia, Time; Steve Harrison, Copley; Harry Caicedo, VOA; and Bob Berrellez, Heinie Milks' former AP assistant in Havana.

Bar & Grill Closes At 9 p.m. Saturday

The Food & Beverage Committee has voted to close the OPC bar and grill on Saturdays at 9 p.m. instead of one a.m. Sunday. The four-hour earlier closing, which went into effect Saturday, March 8, will save the Club \$3,000 a year, according to *James W. Trullinger*, chairman of the Committee.

A subcommittee, headed by *J. Wendell Sether*, has been observing Saturday operations since early February and found the bar and grill was sparsely used on that day of the week.

"One recent Saturday," Sether reported, "only 24 customers used the bar and grill, spending \$160.40. The cost of serving them was estimated at \$280.00 because of the necessity of maintaining two shifts of bartenders, waiters and cooks.

"This meant a loss of about \$120 a week. Adding other costs such as heat, power and general overhead, the Saturday loss cannot be less than \$7,000 a year."

The early closing on Saturday will make it possible to operate with only one shift of employees and a reduction in overtime pay, the Committee says.

More OPC members should use the bar and grill on Saturdays, Trullinger said, and his Committee is considering many ways in which to make service and food more attractive. The Committee has mailed a questionnaire to New York area members with this issue of *The Bulletin* to inform them of the Club's services and asking for suggestions on improving it.

"We do not want to erode Club services in any way. Our Committee is dedicated to improving them. But when so few people use the bar and grill on Saturday nights we felt we could eliminate this service without it being missed except by a very few," Trullinger said.

Among suggestions which the subcommittee is considering to build up Saturday traffic and increase revenues are special gourmet dishes, economy meals, children's platters, free parking, and guest cards for news employees who have to work in the city on Saturdays, as well as coordination with the entertainment committee.

Poppy Cannon, author of several cookbooks and a food columnist, was appointed to Sether's Saturday subcommittee, to plan more exciting culinary features for the Saturday menus.

NEW YORK SCENE

Edited by BEULAH HARRIS

Tues., March 18 — Edward R. Murrow World Affairs Forum. Dr. Joao de Medeiros Calmon, president *Diarios Associados* of Rio de Janeiro. "Global Threats to Freedom in the Mass Media." Cocktails 6:30 p.m., dinner 7:30. \$6.

* * *

Wed., March 26 — Regional Dinner. Mexico Night. Cocktails 6:30 p.m., dinner 7:30. \$7.

* * *

Fri., April 11 — One-act opera, "Pantomime." 8:30 p.m.

* * *

See Manhattan First

Sat., April 12 — 12 noon. A three-hour trip around Manhattan, courtesy of the Circle Line.

All members who have signed up for the Around Manhattan Circle Line trip are requested to pick up their tickets at the reception desk by April 10. After that date, unclaimed tickets will be distributed to members on the waiting list.

Ticket holders must come to Pier 83 at the foot of West 43rd St. not later than 11:45 a.m. The pier may be reached by west-bound crosstown buses No. 3 on 49th St., No. 106 (marked W. 42nd St.) on 42nd St., and No. 16 on 34th St., or by taxi.

The trip, rain or shine, will take about three hours. Sandwiches, beer and soft drinks will be available. After returning, at about 3:30 p.m., there will be a reunion at the OPC bar.

* * *

Awards Dinner Schedule

Fri., April 18 — OPC Annual Awards Dinner. Grand Ballroom, Waldorf Astoria Hotel. Reception 6:30 p.m.; dinner 7:30. Black tie. Tickets: \$25 each for OPC members and one guest; others \$60.

Invitations have been sent out to top media executives, over OPC President *Hal Lehrman's* name, asking them to serve on the Honorary Committee for this important event. Chairman *Bob Considine* and Executive Vice Chairman *Josef Dine*, with members of the Annual Awards Dinner Committee, are working on program details to be announced later.

* * *

Southern Trip

Sun., April 27 to Tues., May 6 — A 10-day, red-carpet trip for OPC members to Alabama and Florida.

This trip, which has been arranged by *Joe Peters*, will include visits to the Redstone Army Arsenal at Huntsville, Alabama; nearby TVA; Tallahassee; the Kennedy Space Center; Miami and other points in Florida, with briefings and receptions by leading scientists and officials. Details in forthcoming issues of *The Bulletin*.

* * *

Wed., April 30 — Annual Meeting. 8:00 p.m.

* * *

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

OPEN ASIAN HEADQUARTERS

MANILA — Philippine President Ferdinand E. Marcos formally inaugurated the UPI Asian news headquarters in Manila March 4.

He activated a switch on the Manila-New York "Mabuhay" Teletype, linking Asia with the world.

All incoming and outgoing news in Asia passes through Manila, where more than 640,000 words flow daily.

ASSESSMENT FUND TOTALS

As this issue of *The Bulletin* goes to press, 785 members have sent in checks totalling \$27,610.71 in payment of their assessment.

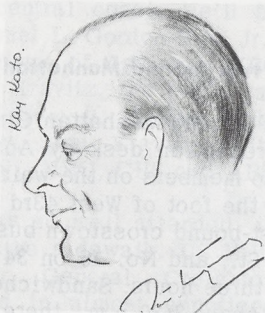
In addition, 39 OPCers have contributed \$1,677.73 over and above the required amounts, averaging 43 per donor.

What's Wrong

(From page 1)

and this, charged Robert Montgomery in a sharp prepared speech, has produced "the free-wheeling oligopoly which dominates the mass entertainment and information given to us nearly twenty-four hours a day."

Actor, producer, director, overseas naval officer, naval aide to President Roosevelt and Special Consultant to President Eisenhower, the still-hand-some Montgomery opened: "I don't think there's any argument against how power dominates our lives. Crusading national magazines began informing us of the 'power of the few.' One industry escaped because it began in an atmosphere of public service, and that was radio, starting as a non-profit



Montgomery

institution devoted to the public good.

"But the TV industry has no doubt of its power, and got the idea they owned the air. There is a difference between right and privilege. It is a difference the networks do not understand or choose to ignore. Broadcasting is privileged to use the air which is owned by the American people. The public has the illusion that TV is government-controlled. Yet the TV industry is not regulated at all. What other people in national life can claim such freedom?

Whose Interests?

"Television's big men are preoccupied almost exclusively with charts and figures for profit. Are their interests our interests? Do they give the public what the public wants? Their lobbyists in Washington block any move benefiting the public, with a type of TV-radio blackmail in the form of the deadly blow of silence or their celebrated expertise in editing.

"Most serious is how news is presented. TV does not report news; it presents it. It gives us only fragmentary pieces of news or that strangled form of self-expression known as commentary."

Montgomery's sharp attack on television carried into his replies to audience questions. Why is there no pay-TV? His answer: "Pay-TV is inconsistent with how TV was set up in this country. It is not necessarily synonymous with public service. Pay-TV implies that we have free TV, and there is no such thing."

Educational TV? "Dr. Frank Stanton

announced that they (CBS) would contribute one million dollars to public TV. At the same time, the TV lobby in Washington was doing its best to wreck this bill... True, he gave \$500,000 worth of equipment, thereby locking them into black-and-white for quite a time."

From Tebbel: "It is quite wrong to lump newspapers with magazines, television and radio, not to mention books. The other media have their individual problems and they are not the problems of newspapers. TV should be compelled to answer for its own sins. Too many people try to equate its news function with that of newspapers, when in fact they could scarcely be more different.

"Newspapers operate under severe handicaps — a cost-price squeeze with no foreseeable end; ceilings on the advertising and subscribers attainable; failure to find or pay for competent personnel; strangling union pressures. In a sense, newspaper readers are enemies of freedom of the press. By their apathy and refusal to demand that newspapers fulfill the obligations and responsibilities imposed on them by the First Amendment's protection, they limit the freedom of newspapers."

With the authors on the dais were panelists Stan Swinton and Elmer Lower, each presented by moderator-OPC President Hal Lehrman in a device-in-reverse to air their reviews and refutations prior to the presentations of the authors themselves.

Said Stan Swinton, AP Assistant General Manager: "What we need is to know more about our profession and we're doing.

"As for Tebbel's criticism that young people no longer read newspapers, what we've got to do with youth is intrigue them, introduce them to the new dimensions in journalism, dimensions we've got to explore, so that young people — student activists, right or wrong, at least they care about the world — must look to a combination of TV and the press."

Break up 'Triopoly'?

Said Elmer Lower, president of ABC News: "What would be the substitute for Robert Montgomery's recommendation to break up the 'triopoly' of NBC, CBS and ABC? Who would pick up the big loss? The system in operation now is that the advertiser pays for all TV. I'm in favor of public television, the networks are not holding it up, but I don't think that public television is the answer to all problems. PBL (Public Broadcast Laboratory) itself had many problems."

In the large audience were publisher James Heineman and Mrs. Montgomery. Book Night Chairman was Anita Diamant Berke.



EDDIE ADAMS, AP: Member of the Jordan Desert out on his camel for a day on the desert trail



ART GREENSPON, AP: Company of evacuation in jungle west of Hue, Viet N



in Bert Patrol prepares breakfast before moving
ail



BOB LERNER, LOOK: An Indian farmer casts fertilizer onto ADT-27 "miracle rice" shoots in a Tanjore rice paddy.

dramatic entries

Scenes from the world's drama — depicting both war and peace — are represented in these pictures, among those submitted for photographic category prizes in the OPC Annual Awards. Awards, now being selected, will be presented at April 18 Annual Awards Dinner at the Waldorf-Astoria.



any of paratroopers await medical
Viet Nam.



KENT POTTER, UPI: Mother and child peer out of hole dug in canal bank as South Vietnamese soldiers of 21st Division pass by, in Sog Trang, a Mekong Delta village in Viet Nam.

World-Wide Ticker

(From page 2)

Manila, played host.

Lee Griggs, Hong Kong-China bureau chief of Time-Life News Service, Marsh Clark, Saigon bureau chief, Time-Life, came on separate flights from their respective posts to join the tour in Manila.

Other Time-Life staff members who flew in were Kerry Arnold, Walter Daran and Nancy Hall.

Gerhard Schroeter, director of North German radio and television, and Dietrich Schwarzkopf, program director for the same company, came in for a four-day news gathering mission.

SAIGON NEWS

By ANDY GUTHRIE

SAIGON — ABC assistant bureau chief **Bob Faull**, correspondent **Ken Gale**, and cameraman **Jim DeSylva** recently back from week's trip to Guam, where they filmed story about US Air Force B-52 bombers which fly daily missions to South Viet Nam.

Hong Kong-based NBC manager of far east news, Ron Steinman, in Saigon briefly for consultations with NBC Saigon bureau chief Jack Reynolds.



MANILA STOPOVER: James A. Linen (center), president of Time, Inc., is welcomed on arrival in Manila by Gov. Benjamin Romualdez (right), personal representative of Philippine President Ferdinand Marcos, as Hugh Cullman, Philip Morris International president, looks on. Linen lead group of journalists on fact-finding tour of eight Asian countries.

ARTHUR MOSS, EARLY OPC MEMBER, DIES

Arthur Moss, an early member of OPC, died in Paris last month at the age of 80.

Moss was for years a Left Bank columnist of The Paris Times and The Paris Herald. He had been editor of the Paris-based Boulevardier and author of several biographies, notably one of Henri Murger, of La Vie de Bohème fame.

He is survived by his fifth wife Doreen. Two of his former wives, Florence Gilliam and Eve Marvel, were also OPC members.

Letters

MEMORY GIFT

The enclosed check for \$200.00 is in memory of my husband, George Goodsitt, who loved the Club and who worked especially hard on fund raising committees of the past.

*Lucille M. Goodsitt
Cutchogue, L.I.*

BRAIN DRAIN?

The OPC office currently lists these members as those who can't be reached by mail — correspondence to them has been returned to the Club.

Should you know a current address for anyone on the list, please contact the office.

*Arnold E. Abramson
Mary Boden
Walter Briggs
Joseph Brown
Tara A. Denis
Right Rev. Ruxton Fox
John Fry
A. Heyer
Irving Jacoby
Dr. Hosni Khalifa
Michael M. Lawrence
Daniel McCrary
William Persen
Samuel Rameshwar
Lee Carson Reeves
William A. Rutherford
Ruben Salazar
S.M. Schonbrunn
Harry J. Stathos
Constance Taylor*

BIOGRAPHIES DEADLINE

Noon Monday, March 17, is deadline for biographies and photos of candidates in the Club's forthcoming elections.

The 250-word bios should be sent or delivered to the Club by the time, addressed to Election Committee Co-Chairmen **Werner Renberg** and **Beulah Harris**.



Chairman: Joseph Harrow

Managing Editor: Sibby Christensen

Editorial Board: David Resnick, Lou Frankel, Mark Henahan, Eugene Du Bois, Henry Senber, Ed Edwin.

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Send address changes to the attention of the OPC Business Office, all editorial and advertising matter to Miss Sibby Christensen, Overseas Press Bulletin.

Classified column advertising (not for commercial use); 50¢ per 40-space line. Must be received in written form by noon Monday with advance payment. (No phone orders.) Commercial and display rates on request. Yearly subscription: \$10 NY local; \$12 US Airmail; \$20 overseas.

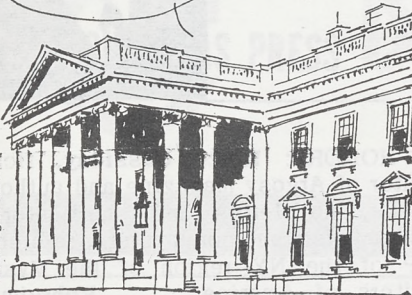
Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other material.

still life®

I'm going to sleep a little better at night knowing you're President...

So am I, Pat

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THE WHITE HOUSE

Cartoonist Jerry Robinson is a popular man at the White House these days.

Apparently his "Still Life" series has been causing some presidential

Placement

M-229 - Oil Editor to direct NYC news bureau for high frequency oil industry publication. \$11M plus, depending on exp.

M-230 - Oil and Petrochemical editor to establish new weekly feature section in oil ind. publication on news, products, productions, equipment developments in oil and petrochemical industries in U.S. and overseas. Will be based either in Houston or Chicago. \$11M plus, based on exp.

M-231 - NYC: Rapidly expanding P.R. firm interested in talking with soundly-based, recently-retired financial P.R. or financial publication pro who would be interested in working on a full time basis. Please send full details of your background and availability to Box 231.

M-232 NYC: Marketing public relations - experienced, bright, ambitious individual in individual interested in consumer products. Salary \$14,000. Send resume to box 232.

M-233 NYC: Press relations for national non-profit organization. Will write releases and form contacts with print media. Salary \$8500. Reply box 233.

M-234 Large mfg. seeks multi-linguist with fluency in German and press background. Move to Detroit essential. Call Mr. Warnock in New York City at 355-6194.

M-235 Number two P.R. spot in major Philadelphia firm. Writing, placement experience with business and general publication desired. Some experience with internal newsletters helpful. Familiarity with construction or architectural fields. Starting salary dependent on experience and current earnings, plus moving expenses. Reply box 235.

Send resumes to advertisers where listed. All others send, indicating box number, to Fred K. Fukuchi, Sperry Rand, 1290 Avenue of the Americas, New York, N.Y. 10019. Tel. (212) 956-2149.

And now, with the news of the present, here's the man to whom the news wouldn't be the news without the news... heeere's Herbie!

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HERBERT G. KLEIN
DIRECTOR OF
COMMUNICATIONS

Jerry Robinson

LIKES 'STILL LIFE'

chuckles, for President Richard Nixon requested - and got - the original to one of Jerry's cartoons (pictured above).

At the same time, Director of Communications Herbert G. Klein wrote Jerry asking for a "Still Life" cartoon about him, too. Another original was sent to Washington.

Jerry still has some cartoons left, and a lot more coming. But he can't guarantee the Republicans will like them all as well.

Armco Steel Corporation

is the nation's sixth largest completely integrated steel producer, with facilities across the United States, in Canada and throughout the Free World. Founded in 1900 as American Rolling Mill Company, Armco today has an unequalled reputation for sound management, good employee relations, and leadership in the development of both new steels and new production techniques.

Helping tell the story of Armco Steel Corporation and other business leaders is the business of

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PUBLIC RELATIONS

AVOID RUSH HOUR.



Just think, while millions of other people are being herded through the subways at 5:30 p.m., you can be relaxing with a 65-cent bar-brand-booze specialty in the Club's first-floor grill.

That's during the OPC Happy Hour, from 5:30 to 6:30 p.m. Monday through Friday, when drinks cost only 65 cents each. When the price goes up at 6:30, it's still one of the most reasonable in town. And the rush hour is over. A cure for the unhappy hour is the...

HAPPY HOUR.

PEOPLE & PLACES

By BEULAH HARRIS

ON THE GO: **Ben Zwerling** is winding up a ten-day swing through Belgium, Switzerland and England on research for his newsletter "Tariffs & Trade" and on free-lance assignments . . . **Col. John J. Killian**, chief of the Army's Information office in NY, retired from that post on Feb. 28. He heads for Kansas City and a PR account executive job with Swartzfager & Castle. **Col. John T. Little** is the new chief of the Army office. . . . **Harrison Forman** sends greetings from "Down Under." . . . **Fred Grunfeld** and photographer wife, Toby Molenaar, just returned to Majorca after three and a half months in India and Ceylon, doing stories for Horizon and the Daily Telegraph Magazine, London.

NEW POSTS: Upon termination of his assignment in Denmark, **Amb. Angier Biddle Duke** will become associated with the Gramco financial companies in England. His initial assignments will be as Executive VP and Director of Gramco Development Co. The Ambassador plans to move with his family to London May 1. . . . **Robert T. Hartmann**, former chief of the Washington Bureau of the LA Times and press chief of UN Food and Agriculture Organization in Rome and Washington, designated as minority sergeant-at-arms of the US House of Representatives. . . . **Gerald W. Schroder**, recently named general manager of AMPR Associates, will coordinate all European client activities and affiliate relationships from AMPR's newly-established headquarters in Brussels. . . . **Frederick H. Treesh** appointed a senior editor of UPI. . . . **Robert G. Black**, former VP of H. A. Bruno Associates, has joined the PR firm of Roy Duffus Associates as a VP. . . . **Harold Queen**, previously Manager Editorial Services RCA, now Director, Corporate Information NBC.

ARTICLES: **Duncan MacDonald**, communications liaison, House Beautiful, in the March issue with an article on the problems of household help: "Ar-

riving: The Household Professional."

BOOKS: **Norman M. Lobsenz**' new book "How to Stay Married" (co-authored with Clark W. Blackburn of Family Service Ass'n) to be published in April by Cowles. An article from the book, originally in the Ladies Home Journal, excerpted in the March Reader's Digest. . . . **Lewis D.** and **John J. Gilbert**'s new book just published: "Twenty-ninth Annual Report of Stockholder Activities at Corporation Meetings."

RADIO & TV: In addition to teaching his regular classes in the School of Journalism at Ohio State, **Paul Underwood** is running a radio program over the university's NET station, and doing a lot of traveling too. "Things can get a little hectic," he says, "in today's ivy-covered walls." . . . **Dorothy Gordon** just back from Washington, D.C., where she taped two Youth Forums with the Westinghouse Science Talent Search winners. She will tape a Special with the Columbia Scholastic Press editors at the Waldorf with **Abe Rosenthal**, associate managing editor, NY Times, and **Richard N. Gardner**, **Henry L. Moses** Professor of Law and International Organization, Columbia U., N.Y.

HARTMANN:

Get US

House

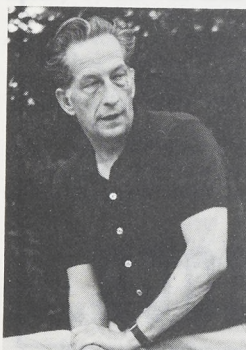
post.



HONORS: **Bruce Cassiday**, fiction editor of Argosy magazine and author of books, novelettes and short stories, both mystery and non-mystery, re-elected VP of the NY region of the Mystery Writers of America. . . . **Ephraim R. Gomborg**, executive VP of the Crime Commission of Philadelphia, elected to the Board of Directors Sears-Roebuck Foundation. . . . **Norwood F. Allman** and **James Whitford** among new members elected to the Rotary Club of NY.

ON THE MEND: **Dorothy Omansky**, after a slip on the ice, recuperating from a broken ankle at her home, 50 E. 86th St. . . . **Emilio Desvernine, Jr.** ("Desy"), hospitalized by Hong Kong flu, now recovering at his home in Plainfield, N.J.

While columnist **Betty Etter** vacations in Mexico, *People & Places* is being written by **Beulah Harris**.



UNDERWOOD:

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Ohio State

radio program.



WEST MEETS - EAST: Two American news executives who have known each other for years were traveling in opposite directions when they met in Tokyo recently over a ten-course Chinese dinner. **LeRoy Keller**, UPI vice president and general manager of its international divisions, had arrived in Japan for his first stop on a world tour. **Al Dix**, publisher of the Times Leader of Martins Ferry, Ohio, was on his way home after Asia swing. Dinner guests were (clockwise, from left foreground) **Mrs. Yu Wei**; **Eric Riel**, UPI business manager for Asia; **Mrs. Donald J. Brydon**; **Keller**, **Mrs. Dix**; **Donald J. Brydon**, UPI vice president for Asia; **Dix**; **Mrs. Albert E. Kaff**; **Yu Wei**, Nationalist Chinese press counsellor; **Mrs. Riel**, and **Albert E. Kaff**, UPI's director of Asian Services.